

## **Flash Memory Broadcasting Displayer Panel**

### **FIELD OF THE INVENTION**

- 5 The present invention relates to a flash memory broadcast displayer of a screen size 43 to 133cm, and a weight of 1 to 10kg.

### **BACKGROUND OF THE INVENTION**

- 10 The most powerful broadcasting media these days is television. Therefore, many commercials today are produced in the form of moving picture frames whose running time is less than 30 seconds. People are becoming increasingly familiar with such types of TV commercials on streets and in supermarkets, as well. However, many kinds of expensive, bulky, power  
15 consuming supplementary instruments such as a personal computer, recording medium, player, and cables are required for such commercials. Another drawback is that it is difficult to frequently change the contents of the advertisement. Though flash memory is increasingly being used in mass storage applications because of its small size, low power consumption, high  
20 speed, and high reliability features, lack of a proper system for an isolated broadcasting displayer prevents wide spread of moving-picture broadcasting. It is the purpose of the current invention to provide a simple, cheap and easily contents changeable isolated moving picture broadcasting displayers in streets and supermarkets.

## DESCRIPTION OF THE PRIOR ART

U. S. Patent 6,269,173 to Hsien illustrates an interactive instant response broadcast board comprised of a microcomputer and a plurality of display  
5 broadcast boards and a plurality of detecting elements arranged thereon that detect the movement of objects in front of the broadcast boards, and transmits information to the microcomputer. A host server transmits and receives information to and from broadcast boards and extracts the information read from the microcomputer and detected by the detecting  
10 elements, and downloads the image messages and programs to at least one broadcast board for displaying. Numerous accessory lines are needed.

U. S. Patent 5,928,347 to Jones introduces a removable memory card interface apparatus enabling a memory card to communicate with a number of peripheral devices directly without the need for the memory card's host  
15 or a host computer. The interface apparatus includes a micro-controller operating with an internal bus to control, process and route signals between the removable memory and a peripheral device via a series of memory and device interfaces. A control panel and/or remote control allow a user to interact with the interface apparatus. In one embodiment, the interface  
20 apparatus serves as a memory card printer controller or as a memory card player and/or recorder when interfaced with consumer electronics. It cannot directly connect LCD terminal with flash memory card.

None of the prior art utilizes a simple isolated mobile broadcasting board, which displays moving pictures stored in a flash memory card.

## **SUMMARY OF THE INVENTION**

It is purpose of current invention to provide a simple, cheap, easy to install, and easily changed isolated moving picture broadcasting displayer for streets and supermarkets. The broadcasting displayer is comprised of 1) a flash memory card, 2) an interface card, and 3) an Liquid Crystal Displayer with control cards. Time sequence type files, which are stored in the flash memory card, are processed by the interface card and transferred to the Liquid Crystal Displayer. The interface card includes a microprocessor operating with an internal bus to control, process and route signals between the flash memory and the LCD player. The interface card and flash memory card receiver is installed on the rear face of LCD screen.

## **BRIEF DESCRIPTION OF THE DRAWINGS**

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Fig. 1 is a perspective view of the flash moving picture broadcasting displayer of the current invention.

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Fig. 2 is an exploded view of the flash moving picture broadcasting displayer of current invention.

Fig. 3 is a schematic block diagram of the interface of current invention.

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## **DETAILED DESCRIPTION OF THE PREFERRED EMBODIMENT**

Fig. 1 illustrates a perspective view of the flash moving picture  
5 broadcasting displayer (1) of current invention. And Fig. 2 is an exploded  
view of the flash moving picture broadcasting displayer (1). An LCD  
displayer (2) is mounted in a steel case (3) by four screw bolts (3-1). The  
steel case (3), containing the LCD displayer (2) inside, is framed with  
transparent plastic frames (4) made of solid plastic such as PMMA (Poly  
10 Methylmethacrylate), PVC (Poly Vinyl Chloride), PC (Poly Carbonate), PS  
(Polystyrene). A rubber sheet spacer (3-2) is inserted between front frame  
(4-1) and front brim (3-4) of the steel case (3). The front brim (3-4) of the  
steel case (3) and the front frame (4-1) are fastened with four bolts and nuts  
(4-2). Side frames (4-3) are fixed to the steel case with another four screw  
15 bolts (4-4) to form a standing support. The screen size of the LCD  
displayer (2) ranges from 43 to 133cm (17 to 52 inches). The thickness (5)  
of LCD player (2) ranges from 2 to 2.5 cm and the overall thickness (6) of  
the steel case (3) is 3 to 3.5 cm depending on the screen size. Bigger screen  
is thicker. The weight of the broadcasting displayer of current invention is  
20 in the range of 1 to 10 Kg. 12V DC is supplied to the LCD displayer (2) by  
120V AC to 12V DC transducer (7). The electric power is supplied to  
electric power control panel (8) of the LCD displayer (2) attached to the  
right corner of the rear of the LCD displayer (2). A flash memory card (9),

having memory size of from 10 MB to 5GB, is utilized for information source. The flash memory card (9) is engaged to an interface card (10) located and attached to the bottom of the inner surface of the steel case (3). Image data stored in the flash memory card (9) is processed by the interface  
5 card (10) and transferred to an image controlling card (11), which is attached at the left upper corner of the LCD displayer (2).

Fig. 3 is a schematic block diagram of the interface card (10) of the current invention. The interface card is comprised of a flash memory card interface (12), a micro processor (13), a multimedia processor (14), and a BUS (15)  
10 mounted on a cardboard. An LCD interface (16) is installed in the image-controlling card (11) attached to the LCD displayer (2). By storing different contents of broadcasting to different flash memory cards (9), a cheap, variant and isolated broadcasting in one place is realized. Every flash LCD displayer (1) of the current invention in one supermarket may have a flash  
15 memory card (9) of different contents. For example, if one flash memory card (9) contains ten commercial broadcasting contents and ten LCD displayers (1) are installed at supermarket counters, one hundred different commercial broadcastings can be displayed in one place. Change, addition and replacement of the broadcasting contents are extremely simple. Just  
20 replace the flash memory card (9) or download new contents into the old one. Prior broadcasting displayers installed in a supermarket all display the same advertisement, regardless of the number of displayers. This is because the central display controller repeatedly plays the same contents until a new DVD or VHS arrives.